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| APPLICATION NO.           | FILING DATE        | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO.     | ATTORNEY DOCKET NO. CONFIRMATION N |  |
|---------------------------|--------------------|----------------------|-------------------------|------------------------------------|--|
| 10/648,128                | 08/26/2003         | Ian Jeffrey Obstfeld | 7433-A-1 3192           |                                    |  |
| 7:                        | 590 10/13/2004     |                      | EXAMI                   | NER                                |  |
| Jordan M. Meschkow        |                    |                      | PUROL, SARAH L          |                                    |  |
| Meschkow & C<br>Suite 409 | Gresham, PLC       |                      | ART UNIT PAPER NUMBE    |                                    |  |
|                           | 7 North 7th Street |                      | 3634                    |                                    |  |
| Phoenix, AZ               | 85014              |                      | DATE MAILED: 10/13/2004 |                                    |  |

Please find below and/or attached an Office communication concerning this application or proceeding.

|  | Applicati  | on No.   | Applicant(s)   |  |  |  |
|--|--|--|--|--|--|--|
| "  | 10/648,1   | 28   | OBSTFELD ET AL.  |  |  |  |
| Office Action Summary  | Examine  | <u>r</u>   | Art Unit   |  |  |  |
|  | Sarah Pi   | urol   | 3634   |  |  |  |
| The MAILING DATE of this communication   | on appears on th   | e cover sheet with the   | correspondence address   |  |  |  |
| Period for Reply   |  |  |  |  |  |  |
| A SHORTENED STATUTORY PERIOD FOR F THE MAILING DATE OF THIS COMMUNICAT  - Extensions of time may be available under the provisions of 37 C after SIX (6) MONTHS from the mailing date of this communicati  - If the period for reply specified above is less than thirty (30) days  - If NO period for reply is specified above, the maximum statutory  - Failure to reply within the set or extended period for reply will, by Any reply received by the Office later than three months after the earned patent term adjustment. See 37 CFR 1.704(b). | ION.  FR 1.136(a). In no evon.  , a reply within the staperiod will apply and vistatute, cause the app | vent, however, may a reply be tutory minimum of thirty (30) duil expire SIX (6) MONTHS fro blication to become ABANDON | timely filed ays will be considered timely. m the mailing date of this communication. IED (35 U.S.C. § 133). |  |  |  |
| Status   |  |  |  |  |  |  |
| 1) Responsive to communication(s) filed on   |  |  |  |  |  |  |
| 2a)☐ This action is FINAL. 2b)☒ This action is non-final.  |  |  |  |  |  |  |
| 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is   |  |  |  |  |  |  |
| closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.  |  |  |  |  |  |  |
| Disposition of Claims  |  |  |  |  |  |  |
| 4) Claim(s) is/are pending in the application.   |  |  |  |  |  |  |
| 4a) Of the above claim(s) is/are withdrawn from consideration.   |  |  |  |  |  |  |
| 5) Claim(s) is/are allowed.  |  |  |  |  |  |  |
| 6)⊠ Claim(s) <u>1,2 and 4-20</u> is/are rejected.  |  |  |  |  |  |  |
| 7)⊠ Claim(s) <u>3</u> is/are objected to.  |  |  |  |  |  |  |
| 8) Claim(s) are subject to restriction a   | and/or election i  | requirement.   |  |  |  |  |
| Application Papers   |  |  |  |  |  |  |
| 9)☐ The specification is objected to by the Exa  | aminer.  |  |  |  |  |  |
| 10)⊠ The drawing(s) filed on <u>26 August 2003</u> is/are: a)⊠ accepted or b)⊡ objected to by the Examiner.  |  |  |  |  |  |  |
| Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  |  |  |  |  |  |  |
| Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).   |  |  |  |  |  |  |
| 11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.  |  |  |  |  |  |  |
| Priority under 35 U.S.C. § 119   |  |  |  |  |  |  |
| 12) ☐ Acknowledgment is made of a claim for fo<br>a) ☐ All b) ☐ Some * c) ☐ None of:   | reign priority ur  | der 35 U.S.C. § 119(   | a)-(d) or (f).   |  |  |  |
| 1. Certified copies of the priority documents have been received.  |  |  |  |  |  |  |
| 2. Certified copies of the priority documents have been received in Application No   |  |  |  |  |  |  |
| 3. Copies of the certified copies of the priority documents have been received in this National Stage  |  |  |  |  |  |  |
| application from the International Bureau (PCT Rule 17.2(a)).  |  |  |  |  |  |  |
| * See the attached detailed Office action for a list of the certified copies not received.   |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Attachment(s)  |  |  |  |  |  |  |
| <ol> <li>Notice of References Cited (PTO-892)</li> <li>Notice of Draftsperson's Patent Drawing Review (PTO-94)</li> </ol>  | 8)   | 4) Interview Summar Paper No(s)/Mail [   |  |  |  |  |
| 3) Information Disclosure Statement(s) (PTO-1449 or PTO/S Paper No(s)/Mail Date 8/26/03.   |  |  | Patent Application (PTO-152)   |  |  |  |
| U.S. Patent and Trademark Office   | <del></del>  |  |  |  |  |  |
| PTOL-326 (Rev. 1-04) Off   | ice Action Summa   | ı <b>ry</b> F  | Part of Paper No./Mail Date 20041001   |  |  |  |

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The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1,4,5,7,8,9,10,11 are rejected under 35 U.S.C. 102(b) as being clearly anticipated by Hessell et al. d465353. See figure 1. Note left and right panels bottom panel, oblique top panel. Note panels of one-piece construction. Note back panel. Note boxes (labels could be attached to face). Note interior space. Note eyeglasses supported thereon. Units can clearly be wall mounted but specific mounting means is not shown.

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claim 2 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hessell et al. in view of Broersma 2,532,600. Broersma supplies the teaching of dividers. See element 19. To provide Hessell with dividers to better display a variety of differing types of eyeglasses would have been obvious for one having ordinary skill in the art.

Claim 6 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hessell et al. in view of Breining et al. Breining et al. supply the teaching of back wall mounting holes for the purpose of mounting the eyeglass display to a wall. To use this specific mounting means with Hessell et al. would have been obvious for one having ordinary

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skill in the art at the time of the invention. Hessell's mounting means to a wall is not specifically shown. Breining's teaching would serve (same art).

Claims 12-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Brozak, Jr. 6443317 in view of Hessell. Brozak, Jr. teaches left and right frames 14 onto which mirror 16 is mounted. Indicia is mountable at 10. Eyeglass display units are shown at 2. To substitute the Hessell displays for 2 for the purpose of holding more eyeglasses would have been obvious for one having ordinary skill in the art at the time of the invention.

Claim 3 is objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

All art cited by applicant has been considered.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Sarah Purol whose telephone number is 703-308-3766. The examiner can normally be reached on Wednesday and Thursday. number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov.

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Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Patent Examiner

AU 3634